

Innovative Advertising
403 N Columbia Street
Covington LA 70433

Jim Davis/ R/ NC State Senate
Submission Number 400 Issue 1



WSPA-TV
250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

Original

Client: Jim Davis/ R/ NC State Senate	Submission Cost: 5675	Campaign Ref: E:063890530
Buyer: Senate	Client/Product/Estimate: . / . / 1028	Sales Rep: HRP Washington, DC
Schedule Dates: 10/22/12 to 11/04/12	Weeks: 2	Order Ref: 06389053
Est./PO Number: 06389053	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Jim Davis Sd50	Booking Group: WSPA	Key Market: Greenville Spartanburg
Demographic: (L) Household	Order:	Ashevil

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	Total	Cost
1	Sun 9a ET / 8a CT CBS Sunday Morning NewsS	04	275	30 Comme	Nbr of Spots	1	1	275
2	M-F 11a ET / 10a CT Price Is Right M.....	04	225	30 Comme	Nbr of Spots	1	1	225
3	Fri 10p ET / 9p CT Blue BloodsF..	05	1200	30 Comme	Nbr of Spots	1	1	1200
4	CBS NFL Today SunS	06	225	30 Comme	Nbr of Spots	1	1	225
5	Sun 1p ET / 12p CT NFL On CBSS	04	750	30 Comme	Nbr of Spots	1	1	750
6	Sat CBS NCAA FootballS	04	1000	30 Comme	Nbr of Spots	1	1	1000
7	Thu 10p ET / 9p CT Elementary ...T...	05	2000	30 Comme	Nbr of Spots	1	1	2000
Weekly Totals: Total Spots(Ord Spots)					6	1	7	

Grand Totals

		Month 10 Weeks: 4		Month 11 Weeks: 4	
		10/22		10/29	
Spots	Totals	7		6	1
Cost		5675		5450	225

Grand Totals:

Spots:	7
Gross Total:	5,675.00
Commission:	851.25
Net Total:	4,823.75